



WKMG

ORDER

Print Date 08/08/12 Page 1 of 1

Flight Dates 08/08/12-08/10/12

Contract / Revision 256138 /

Original Date / Revision
08/07/12 08/08/12

Advertiser POL/Adams/R/Con/FI

Agency Gateway Media

Buying Contact

2150 River Plaza Drive
Suite 150
Sacramento, CA 95833

Primary Account Executive
Lucy Wu

Account Executive	Order%	Start Date	End Date
Lucy Wu	100%		

Product
ADAMS FOR CONGRESS

Agency Com 15%

Billing Contact

2150 River Plaza Drive
Suite 150
Sacramento, CA 95833

Sales Office SFR

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate #

Alt Order # 06267426

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Representatives-Republica

Priority P-2

Advertiser Ref

Order Share 100% Market Value 100

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	2	\$85.00	\$100.00	0.00	07/30/12	08/10/12	2	\$85.00	\$100.00
Totals	2	\$85.00	\$100.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WKMG	08/09/12	08/10/12	Late News Repeat LN Repeat	CM	various	---T---	:30	1	\$50.00	P-2	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	---T---		1				\$50.00		0.00			
E 2	WKMG	08/10/12	08/10/12	Late News Repeat LN Repeat	CM	various	----F--	:30	1	\$50.00	P-2	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	----F--		1				\$50.00		0.00			
													Totals	2	\$100.00



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Print Date 08/09/12 Page 1 of 1

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08/07/12 08/08/12

Advertiser POL/Adams/R/Con/FI

Agency Gateway Media

Buying Contact

2150 River Plaza Drive
Suite 150
Sacramento, CA 95833

Primary Account Executive
Lucy Wu

Account Executive	Order%	Start Date	End Date
Lucy Wu	100%		

Product
ADAMS FOR CONGRESS

Agency Com 15%

Billing Contact

2150 River Plaza Drive
Suite 150
Sacramento, CA 95833

Sales Office SFR

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate #

Alt Order # 06267426

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Representatives-Republica

Priority P-2

Advertiser Ref

Order Share 100% Market Value 100

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
August 2012	1	\$85.00	\$100.00	0.00
Totals	1	\$85.00	\$100.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
07/30/12	08/10/12	1	\$85.00	\$100.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
N 3	WKMG	08/10/12	08/10/12	CBS This Morning The Early Show	CM	7-9a	----F--	:30	1	\$100.00	LUR	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/06/12	08/12/12	----F--		1		\$100.00		0.00					
														Totals	1 \$100.00



WKMG

ORDER

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Flight Dates 08/01/12-08/14/12

Contract / Revision 255723 /

Original Date / Revision
08/02/12 08/02/12

Advertiser POL/Adams/R/Con/Fl

Agency Gateway Media

Buying Contact

2150 River Plaza Drive
Suite 150
Sacramento, CA 95833

Primary Account Executive
Lucy Wu

Account Executive	Order%	Start Date	End Date
Lucy Wu	100%		

Product
ADAMS FOR CONGRESS

Agency Com 15%

Billing Contact

2150 River Plaza Drive
Suite 150
Sacramento, CA 95833

Sales Office SFR

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate #

Alt Order # 06249304

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Representatives-Republica

Priority P-2

Advertiser Ref

Order Share 100% Market Value 11775

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	19	\$10,008.75	\$11,775.00	0.00	07/30/12	08/07/12	19	\$10,008.75	\$11,775.00
Totals	19	\$10,008.75	\$11,775.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	08/04/12	08/04/12	7-9a CBS This Morn SaCM 7-9a Sat Early Show	CM	7-9a	-----2-	:30	2	\$275.00	P-2	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	-----2-					2	\$275.00		0.00			
E 2	WKMG	08/04/12	08/04/12	5-7a Sat News Sat 5-7a News	CM	5-7a	-----2-	:30	2	\$125.00	P-2	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	-----2-					2	\$125.00		0.00			
E 3	WKMG	08/05/12	08/05/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	-----1					1	\$1,400.00		0.00			
E 4	WKMG	08/05/12	08/05/12	Face The Nation Face The Nation 1-hr	CM	1030-1130a	-----1	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



Hiatus Dates

Order Sep 00:15:00

Estimate #

Totals	19	\$11,775.00
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